

Fig. 1
ITV System

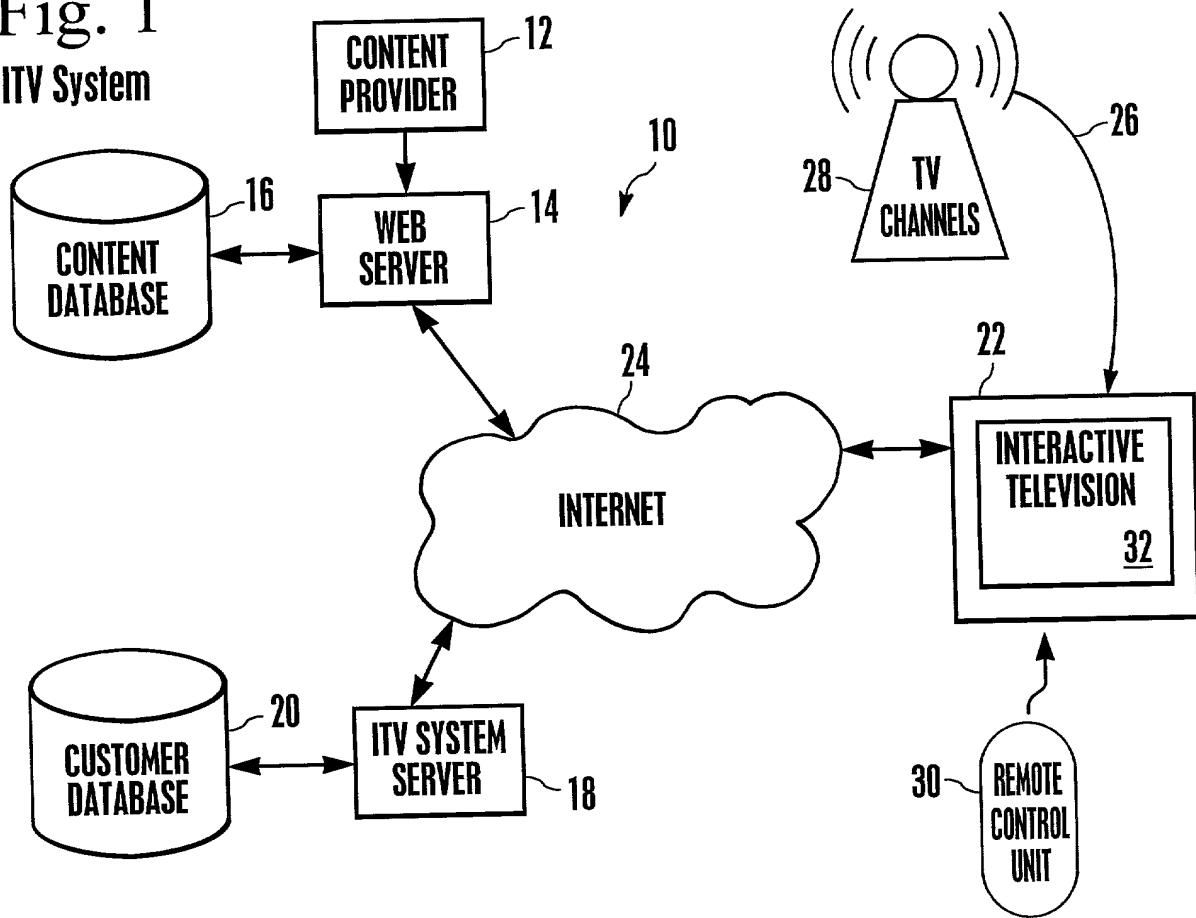
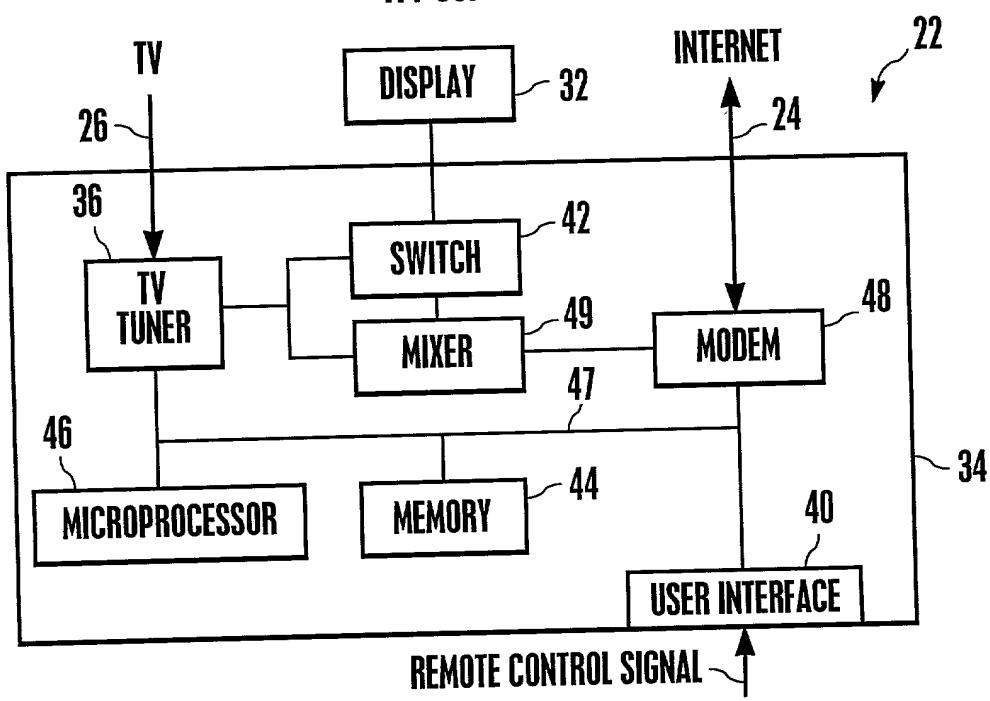


Fig. 2
ITV Set



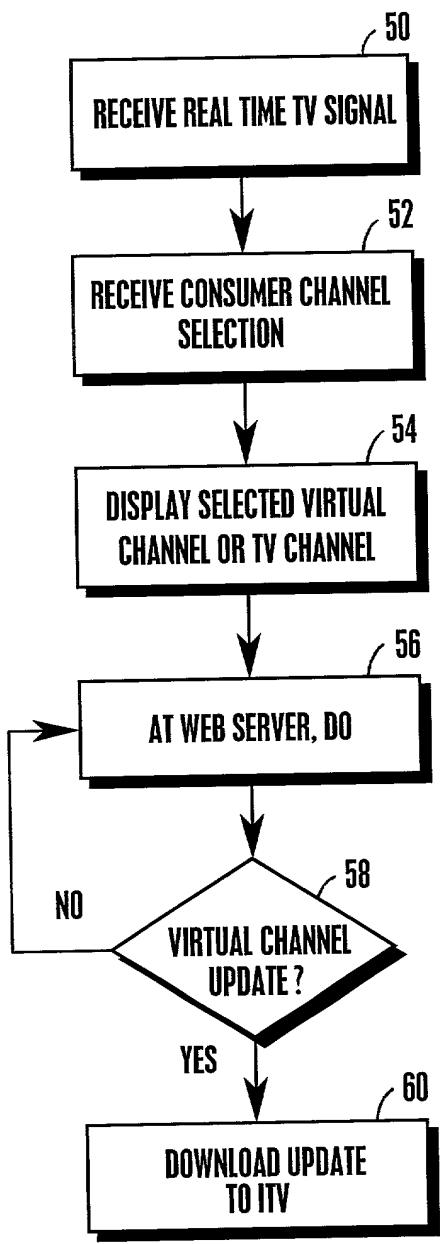


Figure 3
OVERALL METHOD

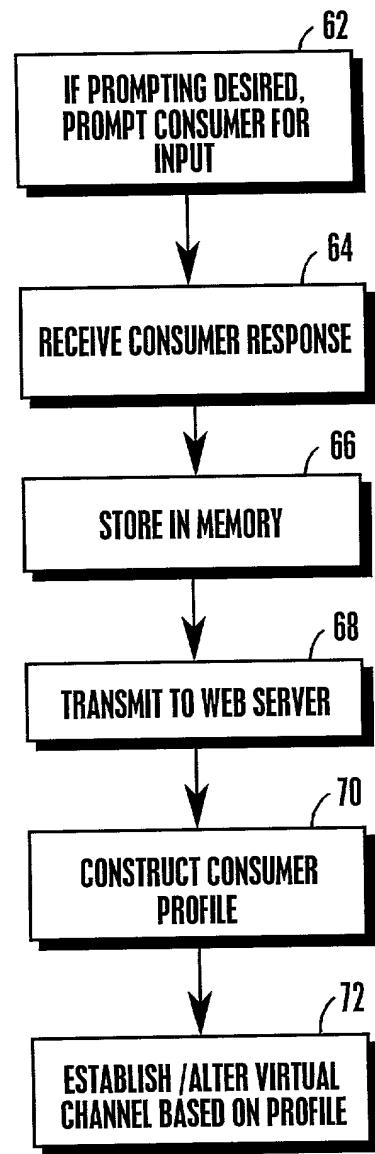


Figure 4
ESTABLISHING CONSUMER PROFILE

Fig. 5

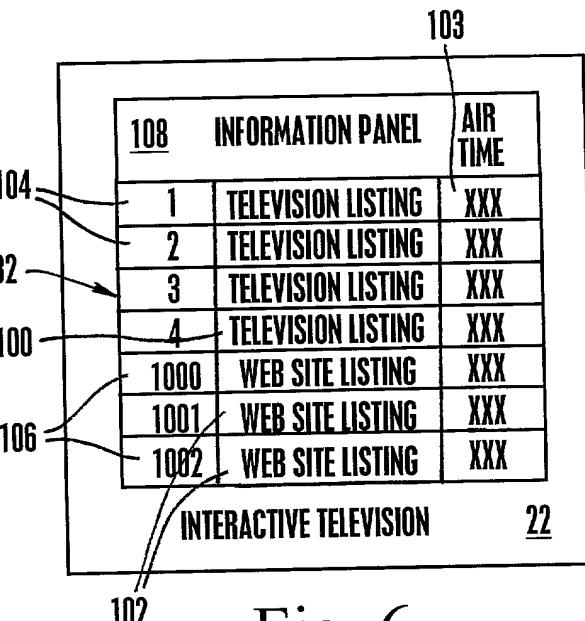
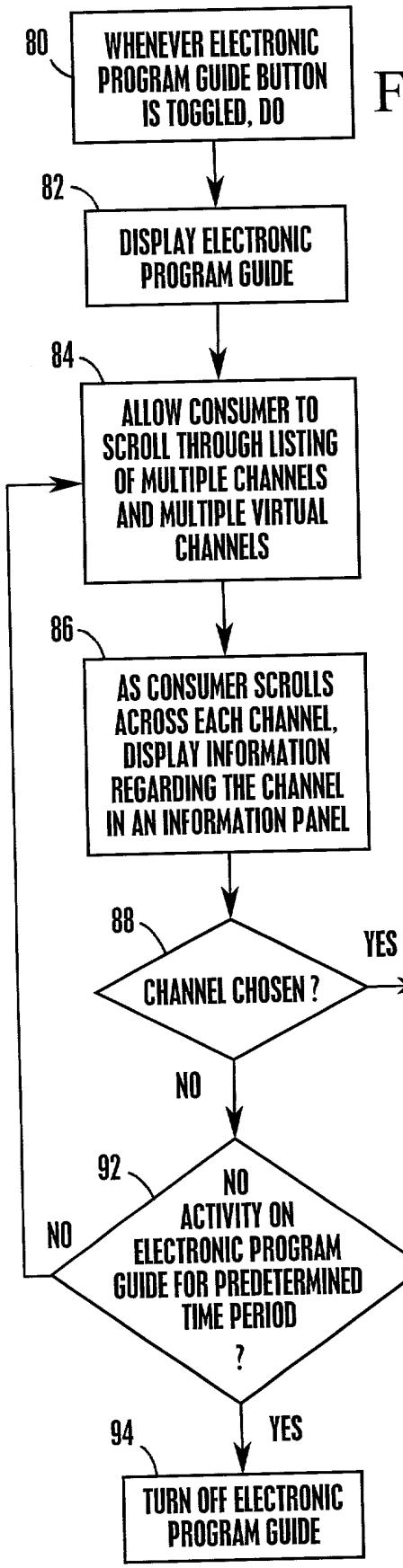


Fig. 6

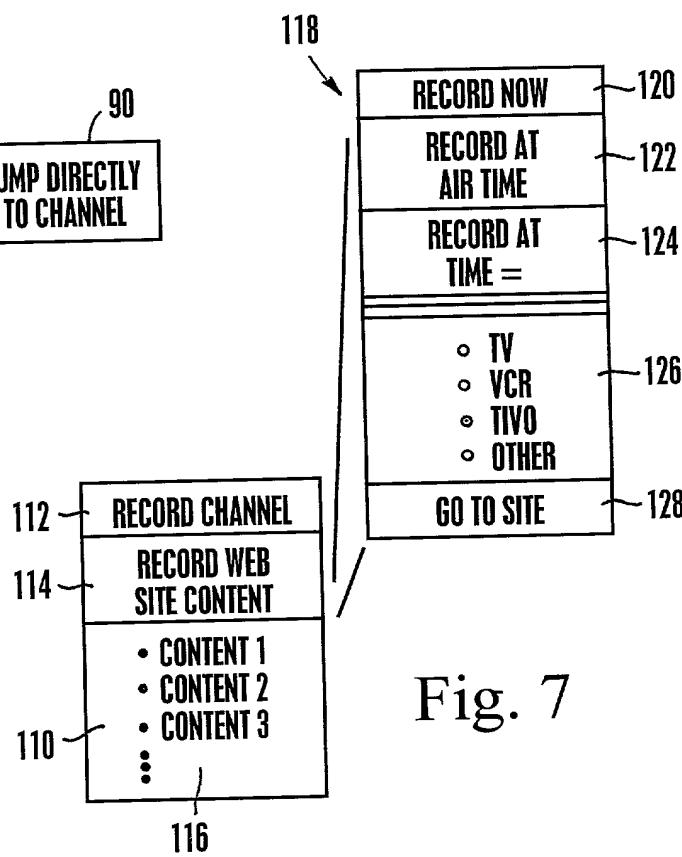


Fig. 7